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RESPONSE UNDER 37 C.F.R. 1.116 EXPEDITED PROCEDURE EXAMINING GROUP ART UNIT 2125
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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Todd R. COLLART

Application No.: 09/295,856

Filed: April 21, 1999

For: SYSTEM, METHOD AND ARTICLE  
 OF MANUFACTURE FOR  
 TRANSMISSION OF  
 ADVERTISEMENTS BASED ON THE  
 CONTENT OF AN ELECTRONIC  
 STORAGE MEDIUM (as amended)

Examiner: Paul L. RODRIGUEZ

Art Unit: 2125

Confirmation No.: 7668

Docket No.: IA 1506.01A US

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## AMENDMENT AND RESPONSE UNDER 37 CFR §1.116

MAIL STOP AF  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

## CERTIFICATE OF FACSIMILE TRANSMISSION

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 No. (703) 746-7238 on:

November 6, 2003  
 (Date)

Renee M. Franks  
 (Type or print name)

*Renee M. Franks*  
 (Signature)

Dear Sir:

In response to the outstanding final Office Action mailed September 8,  
 2003, please amend the above-identified Application as follows:

Amendments to the Claims are reflected in the listing of claims, which  
 begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

*Entry NOT Recommended 11/21/03*